

Vital Progress

VOLUME 1, ISSUE 1 JUNE 2011

Genoa Destination

“Create the destination; amplify the destination.”

On April 7, the Genoa Destination team marked significant progress toward its objectives when the Douglas County Board of Commissioners, sitting as the Redevelopment Agency, approved funding for two projects that will help make Genoa more attractive to visitors, residents and businesses.

The Genoa Destination Main Street Landscaping project will improve pedestrian access, parking, street crossings, lighting, and signage, and move overhead utility lines underground. Funding for the project is \$1,514,250 and will come from the Redevelopment Agency capital budget for fiscal year 2011-12. Respecting the history and uniqueness of Genoa while making it more beautiful and “user-friendly,” the improvements will benefit people who live and work in the community, make it a better place for existing and future businesses, and improve tourism. The project is a continuation of efforts by the Redevelopment Agency begun in 2001 for the Town of Genoa, which has contributed \$20,000 toward the lighting and utility improvements. That is five percent of Genoa’s annual budget.



The second, complementary project is Phase I of the Genoa Trail; a 1.3-mile path for pedestrians and bicyclists from David Walley’s Resort north to Genoa just past Carson Street, across from the Trimmer Outpost. Design work is already underway. The south end of the trail will be on Walley’s property and the resort will allow and encourage trail users to park their vehicles in its lot. Walley’s also plans to open a welcome center in the heart of Genoa. A significant length of the trail will be on property owned by The Nature Conservancy, which will grant an easement

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Main Street Gardnerville

“Revitalize Downtown Gardnerville”

The Main Street Gardnerville team continues to build momentum around its vision to “experience the past, enrich the present, and embrace the future.” The non-profit 501(c)6 corporation now boasts more than 55 business and individual members and represents nearly 200 businesses and more than 200 properties. Its Main Street Beautification program hangs and maintains colorful flower baskets and a large banner across US 395. The popular Adopt-a-Pot program decorates the street with flower pots in front of local businesses. The group also installed and maintains a community information kiosk and planter on Eddy Street, and has installed several attractive pedestrian benches.

A busy calendar of community events continues to draw residents and visitors downtown. The seasonal monthly Thirsty Third Thursday wine walks are very popular and the group has produced a July “Burgers, Blankets, and Brews” family event in Heritage Park.

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Ascent Douglas

“Recruit, retain, and expand outdoor industry jobs.”

The Ascent Douglas team is focusing most of its efforts on increasing the number of local manufacturing jobs in the outdoor recreation and lifestyle industry. We offer an outstanding location for companies that make things for people who play outside. The group is currently finalizing plans to put Douglas County directly in front of several hundred prospects at the Outdoor Retailer tradeshow in August. Ascent Douglas will sponsor a seminar on bringing manufacturing back to the US and an apparel design and production competition called Project OR. This is the result of a successful scouting trip to the 2010 show that showed the potential for Douglas County to carry this message to this audience.

The Project OR design competition will help open conversations with potential customers of a Douglas County cut-and-sew contract manufacturing facility. Ascent Douglas is working with the Northern Nevada Development Authority to secure a USDA Rural Business Enterprise Grant to establish the facility.

The team is actively reaching out to local companies that will help spread the word about our community among their own industry segments. Establishing the Ascent Douglas brand is largely enabled by a strong social media marketing campaign. The team uses Twitter, Facebook, Flickr, and YouTube to attract attention to the brand and to direct prospects to its “collector” website at www.ascentdouglas.com. Leads that move this far through the sales funnel are directed to NNDA for individual attention. Qualified prospects can take advantage of a customized feasibility analysis to determine actual cost savings by expanding or moving here. Nevada’s pro-business climate, coupled with the four-season outdoor recreation opportunities and spectacular scenery of our community, put Douglas County in a very strong position to attract these businesses.



Ascent Douglas helped one local company celebrate its success when North Sails broke ground on its new, 53,000 square-foot manufacturing facility just off Johnson Lane. The building will house production operations using a new manufacturing technology that has been in development in Minden for a number of years. This expansion will bring approximately 20 new local jobs within six months and an estimated \$30 to \$40 million return into the local economy over ten years.

The Ascent Douglas team members are Rob Hooper, Ronele Klingensmith, Andrew Strain, John Endter, Lisa Granahan, J. Brandon, and champion Jim Slade. 🏆

Main Street Gardnerville *continued from page 1*

With a \$56,000 US Department of Agriculture Rural Development Grant, Main Street Gardnerville established a low-interest revolving loan program to help businesses expand, renovate, or otherwise improve the downtown atmosphere. A USDA Rural Enterprise Business Grant for \$2,500, plus \$1,000 in matching in-kind funds, helped upgrade the Main Street Gardnerville website and develop a directory of local businesses. Two other grants from the Nevada Commission on Tourism for \$2,250, plus \$500 in in-kind funds, helped pay for signage and the information kiosk.



The association maintains a strong web presence at www.mainstreetgardnerville.org, which has attracted more than 1,000 fans to its Facebook page at www.facebook.com/pages/Main-Street-Gardnerville/112334670798, and it is active on Twitter at twitter.com/msgardnerville.

The Douglas County Economic Vitality team for Main Street Gardnerville is Margaret Pross and champion Paula Lochridge. They liaison with the hard-working Main Street Gardnerville Board of Directors and its many volunteers. 🏆

Sports Aviation Destination

“World’s premier sport aviation destination”

The team continues in its efforts toward elevating Minden-Tahoe Airport to the world’s premier sport aviation destination. Eissmann-Pence Architecture of Minden has created a rendering for a proposed aviation center to anchor future development on the airport’s east side. The center would house exhibits on local aviation


history, an observation area with views of the surrounding scenery, and include a significant educational component that would allow the airport to seek grants to fund the project. A world-class facility would put Minden-Tahoe in position to host events on the scale of the Experimental Aviation Association’s annual AirVenture Oshkosh in Wisconsin.

The airport is seeking to host major events in 2012, such as the Soaring Society of America’s Open Class National meet. In spring and summer 2012 the Perlan Project will use Minden-Tahoe Airport as its base for flight testing a glider designed to fly to a record-setting 90,000 feet above sea level to study atmospheric conditions in the polar regions.

The Douglas County Board of Commissioners recognized Minden’s world-class reputation among sport flying enthusiasts by formalizing a sister city relationship with Omarama, New Zealand.

The two communities both offer glider pilots rare mountain wave conditions that make record flights possible.

The airport continues to host education events to introduce local children and young adults to aviation. And the team has celebrated the reactivation of the Minden Soaring Club.


The Sports Aviation Destination team members are Bobbi Thompson, Terry Lalonde, Mike Bradford, Rick Walters, Bob Semans, Chris Johnson, and champion Linda Mae Draper-Hivert. 



Tahoe Revitalization

“A shared agenda for action”

The Tahoe Revitalization team is working to coordinate with Douglas County, El Dorado County, the City of South Lake Tahoe, and the private sector to transform the South Shore from a gaming-based economy to an outdoor recreation tourism destination. Their first task is to create a shared vision of the town center along Highway 50 from Kahle Drive to Ski Run Boulevard, including lower Kingsbury Grade and the casino core area. The South Tahoe Alliance of Resorts has provided \$50,000 in private funding toward this effort and has hired Design Workshop in Stateline to manage the process. The group has met with stakeholders to gather ideas and identify obstacles to success. The next step is a three-day design charrette to begin creating the first draft of the vision.

Team members are Tony O’Rourke, Mitchell Mize, Scott Morgan, Michael Brown, and champion Mike Bradford. 



Community and Senior Center

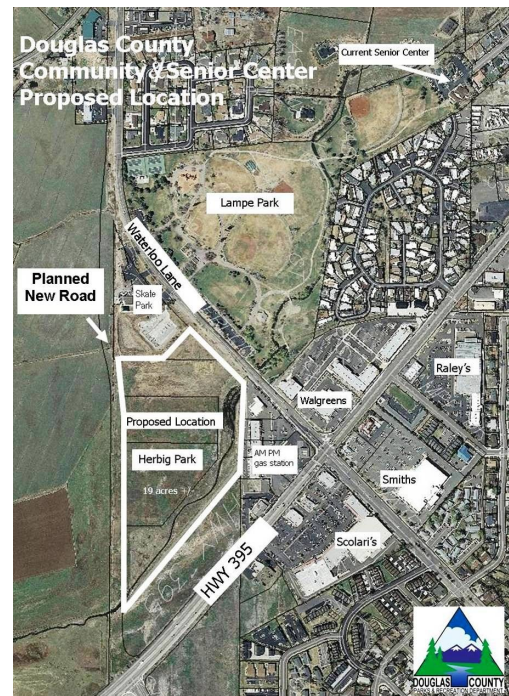
“A hub for activities for families and friends”

The Community Center team has been collaborating with the Senior Services Advisory Council on the feasibility of a new combined community and senior center. The Board of County Commissioners approved \$250,000 to develop a conceptual rendering for the center, which was then endorsed by the advisory council and the Parks and Recreation Commission. On June 2, the County Commissioners endorsed the proposed community center as a top priority and directed staff to develop funding options to build and operate the facility.

One of the largest obstacles to past efforts for a new community and senior center has been finding a suitable location at an affordable price. After much consideration and investigating several possibilities, the Community Center team chose Herbig Park, across Waterloo Lane from Lampe Park, in Gardnerville. One of the site's many advantages is that it eliminates the need to buy land, as the County already owns the property. It is also close to several residential neighborhoods, shopping, and a hospital, plus zoning and land-use regulations are already in place, it has existing access to all major utilities, is served by a signalized intersection, and it offers the potential for a future access road and connecting trail.

The second major obstacle has been to find sources of operational funding. The Community Center team suggested implementing a fraction of one percent of an additional utility operator fee for operations, maintenance, and capital equipment. The third major obstacle is finding money to build the center. The proposal included using rollover bonding from the County's existing Ad Valorem Capital Construction Fund and available construction reserves, including the Medical Assistance to Indigents Fund, where possible. County Commissioners have approved further exploration of these funding sources.

The proposal calls for a 25,500 square-foot senior center, 9,300 square feet of community rooms, a 28,500 square-foot gymnasium, including regulation-sized basketball and volleyball courts and an indoor jogging track, a dining room with seating for more than 500 people, a stage, senior health and daycare facilities, a commercial kitchen, a gift shop, and classrooms. The facility would take advantage of the



The County owns Herbig Park, which is centrally located, has proper zoning and provides an incredible view corridor.



spectacular view the Herbig Park site affords. The project brings these amenities together at one location and in a way that delivers a strong sense of shared community.

The Community Center team members are Steve Lewis, Jeff Wass, Brian Fitzgerald, Travis Lee, and champion Janice Rice. 🏔️

Employment Training and Job Development

“Job readiness education, training, and support”

Employment figures in Douglas County are improving. As the US begins an economic recovery, Nevada lags somewhat behind but is beginning to catch up with the rest of the country. The unemployment rate in Douglas County dropped from 15.3 percent in January of this year to 13.3 percent in April.



To assist job seekers, the County's Employment Training and Job Development program will host a free two-day job seminar on June 8 and 9. Seminar topics will focus on job readiness, tools to have in place before seeking employment, job search strategies, effective job search ideas and techniques, points of contact, making a lasting impression before, during, and after an interview, and available resources, including local agencies and services.

The program also offers individualized case management and coaching, plus a job seekers networking and support group, and serves as a no-cost recruitment source for employers. Since its

inception in September 2009, the program has helped approximately 180 unemployed and under employed members of our community, 79 of whom have found jobs.

"The networking and support group has been extremely valuable...just having a chance to interact with others who are in the same situation I am facing has been a great assistance."

Douglas County Employment Training and Job Development Program staff are Becky Hanson and Denise Castle. For more information, please see http://douglascountynv.gov/sites/socsvcs/employment_programs.cfm .

Tremendous Trails

“A sustainable community connected by trails”

With the backdrop of our spectacular natural environment, the Tremendous Trails team seeks to connect our community with a sustainable network of paths and adventure trails that make it easy for residents and visitors to get outside year round. Working with the Carson Valley Trails Association and County GIS staff, they are creating a “Flagship Trails Map” showcasing the many trails already present or in the planning stages in Douglas County. With the information developed, the team will look at options for making it easily available via the Internet or apps for mobile devices.

*Douglas County's
#1 Asset:
Our spectacular
natural environment*

The Tremendous Trails team is comprised of Juan Guzman, Bill Hay, Kerstin Wolle, Charlotte Bass, Lisa Granahan, and champion Melissa Shaw Granat.



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We're on the Web!
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***Creating a
Community to
Match the Scenery***



This is Vital Progress, a regular newsletter about the implementation of the Douglas County Economic Vitality Strategy and Action Plan that was adopted by the County Board of Commissioners in September 2010. The plan addresses three focus areas and 12 projects that will strengthen our economy and our community. As we move forward with our projects, we will continue to provide updates on our progress. For more information, please visit our website at:

http://www.douglascountynv.gov/sites/main/Economic_development.cfm

For more about our projects, go to:

http://www.douglascountynv.gov/sites/main/ev_projects.cfm

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at no cost. The US Forest Service will be asked to grant a Special Use Permit for a short portion of the trail on land that it manages. Connecting David Walley's Resort to Genoa with a walking and bike path is a high priority for the Town and one of its Strategic Planning objectives. Estimated cost to design and build Phase I of the Genoa Trail is \$625,000 and will come from the Redevelopment Capital Projects budget for fiscal years 2010-11 and 2011-12. Phase II of the Genoa Trail is a 1.4-mile segment from Genoa to The Nature Conservancy's Whit Hall Center east of town on Genoa Lane.

These accomplishments are largely the result of ongoing work by the "Posse," the Genoa Destination team headed by champion Dave Whitgob and including Randy Falcke, Chad Coons, Dan Aynesworth, Sheryl Gonzales, and Lisa Granahan. They began work in August 2010, and have made significant progress.

The team has also encouraged nominations for several area attractions in the Sierra Nevada Geotourism Project, worked with Douglas County Roads Division on a Jacks Valley right-of-way cleanup prior to Candy Dance, begun work toward the Genoa Cemetery District Beautification Plan, met with the County Community Development Director about commercial parking issues, met with property owners and NDOT about monument signs at Genoa Lane and Highway 395 and at State Route 207 and Foothill Road, and worked with local businesses and County staff on some septic and sewer connection issues.

Also in Genoa, the Forest Service has approved and the Carson Valley Trails Association has begun work on the Genoa Loop Trail. This eight-mile segment is just a portion of the proposed network of more than 20 miles of trails that will eventually connect Genoa with the Tahoe Rim Trail and the Historic Pony Express Trail on Old Kingsbury Grade. 🏞️



Route of the future trail just north of Walley's.